



**MEETING NOTICE AND AGENDA
REGIONAL TDM MARKETING GROUP**

**Tuesday, September 20, 2022
10:00 am – 12:00 pm
COG Board Room, Third Floor**

**Metropolitan Washington Council of Governments
777 N. Capitol St. NE, Suite 300 Washington DC, 20002**

Chair: Danelle Carey, goDCgo
Vice Chair: Kendall Tiffany, TransIT Services of Frederick County
COG/TPB Staff Contact: Douglas Franklin, dfranklin@mwcog.org, 202.962.3792

<u>ITEM #</u>		<u>ACTION</u>
1. Introductions		
2. Minutes of June 21, 2022 Meeting	(5 MIN)	APPROVE
3. Change of Chairpersons The new FY23 Chair and Vice Chair will be announced.	(5 MIN)	INFORMATION
4. Marketing Campaign Summary Report COG/TPB staff will review the Final FY22 Second Half Marketing Campaign Summary Report.	(5 MIN)	INFORMATION
5. Transform I-66 Michelle Holland, Virginia Department of Transportation, will present about the opening of the I-66 Express Lanes (Outside the Beltway) and HOV-2 to HOV-3 conversion.	(20 MIN)	INFORMATION
6. FY23 Marketing Communications Plan and Schedule COG/TPB staff will review the FY23 Final Marketing Communications Plan and Schedule document.	(10 MIN)	INFORMATION

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| 7. Commuter Connections FY23 Marketing Activity
Dan O'Donnell and Mark Wirth, Odonnell Company, will present Commuter Connections FY23 marketing activity. | (20 MIN) | INFORMATION |
| 8. FY23 Strategic Marketing Plan
COG/TPB staff will review the FY23 Draft Regional TDM Resource Guide and Strategic Marketing Plan document. | (10 MIN) | INFORMATION |
| 9. NVTC Marketing
Mathew Friedman, Northern Virginia Transportation Commission, will Present NVTC's 2022 regional marketing campaign. | (20 MIN) | INFORMATION |
| 10. Marketing Round Table
Meeting participants may discuss marketing related news/plans/events within their organizations. | (20 MIN) | DISCUSSION |
| 11. Other Business/Suggested Agenda items for the next meeting. | (5 MIN) | DISCUSSION |

The next Regional TDM Marketing Group meeting will be held on Tuesday, December 20, 2022 from 12:00 pm to 2:00 pm, COG Board Room.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwco.org/accommodations or call (202) 962-3300 or (202) 962-3213 (TDD).